



**WESTERN NEW YORK  
PUBLIC HEALTH ALLIANCE, INC.**

*A Regional Partnership for Public Health*

*Serving the Counties of:*

*Allegany ▪ Cattaraugus ▪ Chautauqua ▪  
Erie ▪ Genesee ▪ Niagara ▪ Orleans ▪  
Wyoming*

## ***Presentation Objectives***

1. Understand rationale for Alliance creation
2. Gain knowledge of practical benefits of a regional approach to public health
3. Understand Alliance opportunities & challenges
4. Identify potentially transferable components of the Alliance model

## *“ALLIANCE”*

*n. “an association  
to serve the  
common interests  
of its members”*



## **WNY PUBLIC HEALTH ALLIANCE** **MISSION**

*“Through public and private  
partnerships and collaborations,  
the Alliance will attract resources  
to enable an integrated regional  
approach to achieving healthier  
communities through surveillance,  
education, prevention and  
intervention.”*

## WNY PUBLIC HEALTH ALLIANCE VISION

***“Improve the health, safety  
and wellness of our eight  
county Western New York  
Region.”***

## EARLY HISTORY

- **1992-Commissioners, Public Health Directors and public health advocates formed the *WNY Public Health Coalition* to:**
  - **Address regional health issues**
  - **Advocate for local health departments**
  - **Share best practices**
  - **Promote regional collaborations**

## Drivers of Alliance Development

- Inefficiencies: duplications of costs and effort
- Competition for funding
- Need for consistent communication among counties about public health priorities
- Need for collaborative service planning
- Funders' mandates for collaborative proposals

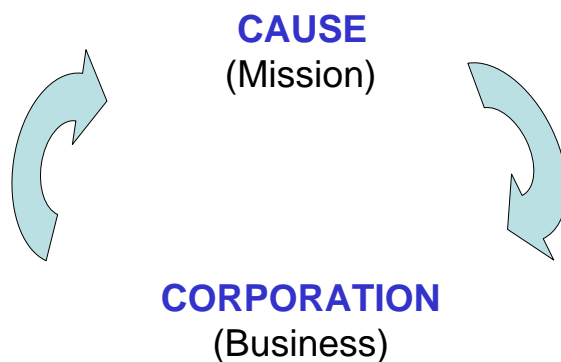
## Practical Benefits of Incorporation

- Unified organization voice for public health
- Freedom from high cost, government overhead → More program \$\$
- Staffing & operational flexibility
- Structure for collaborative service planning

## **WNY PUBLIC HEALTH ALLIANCE TODAY**

- ***A NY State 501(c)3 Corporation dedicated to:***
  - **Creating a community culture of sound public health practices**
  - **Linking with community health initiatives to promote a public health perspective**
  - **Leveraging resources for efficient and effective services**
  - **Collaboratively establishing public health leadership**
  - **It's about 'us,' not just about 'me'**

## **Cyclical Emphases**



## **Cause Advocacy Brought the Alliance to Life...**

- **Commissioners, Public Health Directors & others “locked-on” to Alliance Concept**
  - **Constructed credible bids to private funders**
  - **Established strong case for Alliance benefits to the region**

## **Advocacy Results...**

- \$50,000 private foundation grant funding start-up expenses: legal fees, business plan development, initial management operations
- \$ 60,000 private foundation grant funding Year 1, FT executive director, half-time administrative assistant, office & regional prevention conference

## **The CORPORATION**

- **Board Governance**
  - Board Work Plan
  - Bylaws and Membership
  - Board Policies
- **Financial Management**
  - Systems and controls
- **Physical Facilities**
- **Business Plan**
  - Future sustainability

## **Board Governance**

- **Bylaws and Board Membership**
  - County public health leaders
  - Provider, payer & academic representatives
  - Associate, non-voting membership
- **Board Work Plan**
  - Documented, annual cycle of fiduciary & oversight duties, pre-scheduled by monthly meeting
- **Board Policies**
  - Management guidance for operations

## Financial Management

- Board-approved financial control policies and procedures to ensure internal control and fiscal integrity
- QuickBooks accounting system

## Physical Facilities

- **Location, Access**





## Distance & Time Challenges

- Orleans to Chautauqua County-farthest points
  - 210 miles, 4 hour roundtrip
- Mid-point: Erie County
  - 60- 160 miles, 1-2 hour roundtrip
- **SOLUTION: Conference Calls!**

## Business Plan

### Sustainability

#### – Financial

- Grants acquisition
- County dues

#### – Community Credibility

- Involvement & advocacy
- Building reputation



## The Cause...

- **Regional grant transfers from Erie County Dept. of Health:**
  - 2007: Asthma Coalition of Western New York (\$185,000) NYS Department of Health
  - 2006-07: Ovarian Cancer Awareness (\$ 20,000) NYS Department of Health
  - 2007: HIV/AIDS Coalition (\$ 20,000) NYS Department of Health
- **New Grants**
  - 2006-07: NACCHO Rural Advanced Practice Center (\$ 450,000)
  - 2007-2008: NACCHO Application (\$ 450,000)

## The CAUSE...cont'd

- Potential for \$1/2 M administration of a private foundation- funded *Quality Improvement Collaborative* for Community Safety Net
- Applications for public health initiatives under continual consideration

## The CAUSE...cont'd

### The Alliance Administers:

- **WNYHelpNet.org:** Web access to 8000+ free and reduced cost health, social & hospital services in the eight county region
- **Health Risk Assessment:** A regional survey of adult health behaviors available to all community members
- **Physician's Guide to Public Health:** A comprehensive regional reference for public health and related services

## Ongoing Challenges

- Balancing urban and rural perspectives
- Attracting & retaining representative board composition
- Fluid political environments
- Funding infrastructure
- Cash flow
- Maintaining appropriate program scope within Mission

## Current Status & Future

- **Administering grants:** \$655 K
- **Management operations:** \$70K, ~ 24% grant supported; 76% county dues
- **Strategic Planning:**
  - **Board development**
  - **Pursuit of funding opportunities**
  - **Mission scope**
  - **Growth issues: staffing, facilities, infrastructure costs**
  - **Continued community collaborations**

## Cyclical Emphases

